



Advance Monthly Retail Sales January 1990

U.S. Department of Commerce
BUREAU OF THE CENSUS

CB-90-28

INTENTION TO REVISE ESTIMATES. The unadjusted and adjusted monthly retail sales estimates will be revised based on the results of the 1987 Census of Retail Trade and the 1988 Annual Retail Trade Survey. Revised estimates for January 1982 through February 1990 are scheduled for release the week of March 19, 1990. Estimates shown in this report do not reflect this revision.

FOR WIRE TRANSMISSION 8:30 A.M. EST., Tuesday, February 13, 1990

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail sales for January adjusted for seasonal, holiday, and trading-day differences, but not for price changes were \$146.4 billion, an increase of 1.6 percent ($\pm 1.0\%$) from the previous month, and 4.6 percent above January 1989. Total sales in the November through January period were 3.8 percent above the same period a year ago.

Durable goods increased 3.9 percent ($\pm 2.9\%$) from the previous month. Automotive increased 5.4 percent from December.

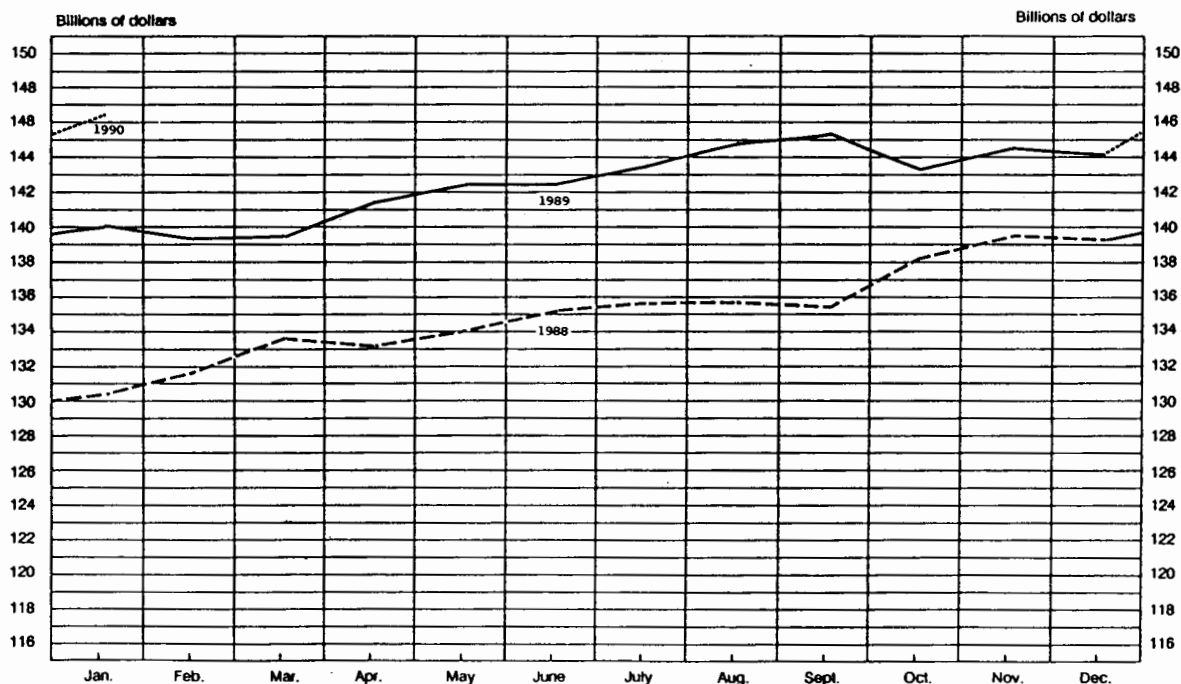
Nondurable goods increased 0.3 percent ($\pm 1.0\%$) from the previous month and were 5.8 percent above last year. General merchandise stores increased 2.2 percent from December and were 5.9 percent above January 1989. Food stores were up 4.6 percent from last year.

The Advance Monthly Retail Sales Report for February is scheduled to be released March 13, 1990 at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES

January 1988-January 1990

(Data adjusted for seasonal, holiday, and trading-day differences)



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This report is available the day of issue through the Department of Commerce's online Economic Bulletin Board (N-8-1) (202-377-3870) and through the Census Bureau's online information service-CENDATA. CENDATA is available from Dialog Information Services, INC. (1-800-334-2464) and CompuServe (1-800-848-8199). The CENDATA staff at the Bureau of the Census (301-763-2074) can provide content information and general guidance.

Table 1. Estimated Monthly Retail Sales, by Kind of Business

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted					Adjusted ¹				
		1990	1989			1988	1990	1989			1988
		Jan. ² adv.	Dec. prel.	Nov. final	Jan.	Dec.	Jan. ² adv.	Dec. prel.	Nov. final	Jan. ²	Dec. ²
	Retail trade, total.....	130,030	174,534	146,441	122,467	170,811	146,392	144,058	144,387	139,970	139,356
	Total (excl. auto group)..	101,042	148,253	118,166	95,234	142,198	114,474	113,768	113,295	108,960	107,276
	Durable goods, total.....	48,654	57,621	52,284	46,036	59,847	54,999	52,924	54,067	53,607	54,448
52	Building mat., hardware, garden supply, and mobile home dealers..	5,893	6,674	7,319	5,880	7,255	7,507	7,340	7,530	7,721	7,785
521,3	Building mat. and supply stores.	(*)	4,452	5,262	4,361	4,979	(*)	5,195	5,310	5,656	5,620
525	Hardware stores.....	(*)	1,324	1,199	952	1,370	(*)	1,165	1,201	1,172	1,184
55 ex. 554	Automotive dealers.....	28,988	26,281	28,275	27,233	28,613	31,918	30,290	31,092	31,010	32,080
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	26,550	23,642	25,526	25,134	26,180	29,112	27,555	28,362	28,529	29,615
551	Motor vehicle (franchised)....	(*)	21,158	22,828	22,877	23,395	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores....	(*)	2,639	2,749	2,099	2,433	(*)	2,735	2,730	2,481	2,465
57	Furniture, home furnishings, and equipment stores.....	7,736	11,211	9,015	7,505	11,130	8,327	8,167	8,404	8,293	7,994
571	Furniture and home furnishings..	(*)	4,374	4,367	3,719	4,636	(*)	3,820	4,077	4,137	3,969
5722,32	Household appliance, radio, and TV stores.....	(*)	5,753	3,979	3,256	5,493	(*)	3,716	3,681	3,574	3,453
5722	Household appliance stores....	(*)	1,178	931	745	1,208	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	81,376	116,913	94,157	76,431	110,964	91,393	91,134	90,320	86,363	84,908
53	General merchandise group stores..	11,668	30,921	20,124	10,954	29,944	16,927	16,567	16,508	15,977	15,662
531	Dept. stores (ex. leased depts.)	9,785	25,817	16,823	9,147	24,941	14,222	13,940	13,801	13,353	13,155
531	Dept. stores (in. leased depts.) ³	(*)	26,590	17,348	9,482	25,731	(*)	14,373	14,255	13,802	13,586
533	Variety stores.....	(*)	1,306	790	507	1,326	(*)	686	754	675	687
539	Misc. general mdse. stores.....	(*)	3,798	2,511	1,300	3,677	(*)	1,941	1,953	1,949	1,820
54	Food stores.....	28,773	32,960	29,721	27,204	30,888	30,220	30,347	30,177	28,895	27,922
541	Grocery stores.....	27,024	30,674	27,862	25,609	28,705	28,268	28,455	28,286	27,099	26,143
554	Gasoline service stations.....	9,104	9,366	9,012	7,985	8,499	9,779	9,538	9,272	8,577	8,576
56	Apparel and accessory stores.....	5,595	12,378	8,361	5,480	12,026	7,362	7,413	7,510	7,196	7,059
561	Men's and boys' clothing and furnishings stores.....	(*)	1,506	892	642	1,512	(*)	778	782	811	766
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	4,617	3,190	2,213	4,585	(*)	2,812	2,838	2,812	2,739
565	Family clothing stores.....	(*)	3,638	2,335	1,209	3,404	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,819	1,360	1,023	1,774	(*)	1,308	1,347	1,288	1,262
58	Eating and drinking places.....	12,764	13,799	13,271	12,497	13,792	13,919	13,717	13,867	13,673	13,683
591	Drug and proprietary stores.....	5,378	6,948	5,342	4,898	6,498	5,499	5,374	5,429	5,081	4,904
592	Liquor stores.....	(*)	2,268	1,617	1,425	2,303	(*)	1,593	1,615	1,619	1,596
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	401	401	235	366	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57 594	GAF ⁴	(*)	66,274	43,697	28,106	64,149	(*)	37,691	37,935	36,815	35,835

*Advance estimates are not available from the subsample panel for these kinds of business.

NA Not available. ² Revised

¹ Data are concurrently adjusted for seasonal variations, holiday, and trading-day differences. Concurrent seasonal adjustment uses all available unadjusted estimates as input to the X-11 program and the factors derived from the program are used in calculating all seasonally adjusted data shown in this publication. Factors and explanatory material are contained in the Monthly Retail Trade Report, BR-89-12.

² Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample.

³ Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

⁴ GAF represents stores which specialize in department store types of merchandise.

Note: Totals include data for kinds of business not shown separately.

Table 2. Percent Change in Estimated Monthly Retail Sales, by Kind of Business

(Adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Percent change					
		Jan. 1990 advance from--		Dec. 1989 preliminary from--		Nov. 1989 through Jan. 1990	
		Dec. 1989 prelim.	Jan. 1989 final	Nov. 1989 final	Dec. 1988 final	Aug. 1989 through Oct. 1989	Nov. 1988 through Jan. 1989
	Retail trade, total.....	+1.6	+4.6	-0.2	+3.4	+0.3	+3.8
	Total (excl. automotive group).....	+0.6	+5.1	+0.4	+6.1	+1.4	+5.4
	Durable goods, total.....	+3.9	+2.6	-2.1	-2.8	-2.2	0.0
52	Building materials, hardware, garden supply, and mobile home dealers.....	+2.3	-2.8	-2.5	-5.7	-1.8	-3.2
55 ex. 554	Automotive dealers.....	+5.4	+2.9	-2.6	-5.6	-3.7	-1.7
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	+5.7	+2.0	-2.8	-7.0	-4.4	-2.9
57	Furniture, home furnishings, and equipment stores.....	+2.0	+0.4	-2.8	+2.2	-0.7	+2.4
	Nondurable goods, total.....	+0.3	+5.8	+0.9	+7.3	+1.9	+6.2
53	General merchandise group stores.....	+2.2	+5.9	+0.4	+5.8	+2.8	+5.7
531	Dept. stores (ex. leased dept.).....	+2.0	+6.5	+1.0	+6.0	+2.9	+5.8
531	Dept. stores (in. leased dept.).....	(NA)	(NA)	+0.8	+5.8	(NA)	(NA)
54	Food stores.....	-0.4	+4.6	+0.6	+8.7	+1.0	+6.4
541	Grocery stores.....	-0.7	+4.3	+0.6	+8.8	+0.8	+6.3
554	Gasoline service stations.....	+2.5	+14.0	+2.9	+11.2	+4.8	+11.3
56	Apparel and accessory stores.....	-0.7	+2.3	-1.3	+5.0	+0.3	+4.7
58	Eating and drinking places.....	+1.5	+1.8	-1.1	+0.2	+0.1	+1.4
591	Drug and proprietary stores.....	+2.3	+8.2	-1.0	+9.6	+2.2	+8.7

Table 3. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted			Adjusted ¹		
		Dec. 1989 prelim.	Nov. 1989 final	Dec. 1988	Dec. 1989 prelim.	Nov. 1989 final	Dec. ² 1988
	Retail trade, total.....	78,590	58,848	74,881	54,468	54,311	50,613
53	General merchandise group stores.....	28,875	18,678	27,994	15,333	15,249	14,523
531	Dept. stores (ex. leased dept.).....	24,939	16,249	24,064	13,481	13,319	12,712
531	Dept. stores (in. leased dept.).....	25,676	16,753	24,807	13,901	13,755	13,139
533	Variety stores.....	1,076	624	1,084	542	588	540
539	Miscellaneous general merchandise stores.....	2,860	1,805	2,846	(NA)	(NA)	(NA)
54	Food stores.....	18,795	16,829	17,627	(NA)	(NA)	(NA)
541	Grocery stores.....	18,367	16,581	17,233	16,758	16,681	15,359
56	Apparel and accessory stores.....	7,000	4,647	6,678	3,989	4,081	3,736
562,3,8	Women's clothing, specialty stores, furriers.....	2,681	1,785	2,619	1,535	1,562	1,478
566	Shoe stores.....	1,151	859	1,121	803	841	767
591	Drug stores and proprietary stores.....	4,484	3,202	4,146	3,191	3,247	2,877

NA Not available.

²Revised

¹Data are concurrently adjusted for seasonal variations, holiday, and trading-day differences. Concurrent seasonal adjustment uses all available unadjusted estimates as input to the X-11 program and the factors derived from the program are used in calculating all seasonally adjusted data shown in this publication. Factors and explanatory material are contained in the Monthly Retail Trade Report, BR-89-12.

²Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Note: The Group II component of the sample consists of companies which had 11 or more retail establishments according to the most recent update of multi-establishment files and which were selected with certainty (i.e., their sales size exceeded specified dollar volume cutoffs which vary by kind of business).



Sample Design and Reliability of Data

The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panel. Because of the early reporting, the advance estimates can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores. In addition, sampling variability between the subsample used for the advance estimates and the full sample can cause a difference.

Percentage differences between advance and full sample preliminary estimates of month-to-month percentage change in seasonally adjusted total retail store sales have ranged from approximately - 0.4 percent to + 0.6 percent with the average of the absolute differences about 0.3 percent for the past 12 months. For individual kind-of-business groups, these differences tend to be higher. Sampling variability of and revisions to advance-to-preliminary estimates are shown in table 4 below.

Preliminary estimates for December 1989 and final estimates for November 1989 based on the full sample are published later this month in the Monthly Retail Trade Report for December (BR-89-12). The complete report will provide sales estimates in greater detail and will present a description of revisions and the techniques used in developing the estimates.

The margin of sampling error, as used on page 1, indicates a range about the estimate which corresponds to a 90 percent confidence interval. If, for example, the estimate is up .8 percent and the margin of sampling error is 1.2 percentage points above or below the estimate, then the indicated range is - .4 percent to +2.0 percent. If the range contains 0, it is uncertain whether there was an increase or decrease. The Monthly Retail Trade Report includes explanations of confidence intervals and sampling variability along with additional measures of sampling variability.

Table 4. Sampling Variability of and Revision to Advance-to-Preliminary Estimate

SIC code	Kind of Business	Estimated coefficient of Variation in percent of the						Preliminary-to-final percent change minus the Advance-to-preliminary percent change			
		Advance-to- preliminary ratio		Ratio to same month a year ago	Dollar volume sales est.	Ratio of current quarter to prev. quarter					
		Range ¹ From To		Median	Median	Median	Median	Range ² From To		Mean	Aver. of absolute diff.
	Retail trade, total.....	0.5	0.6	0.6	0.9	0.8	1.0	-0.4	+0.6	-0.1	0.3
	Total (excl. auto).	0.5	0.7	0.6	0.8	0.7	0.9	-0.3	+0.5	+0.1	0.2
	Durable goods, total..	1.4	2.0	1.6	2.3	1.8	2.2	-0.9	+1.7	-0.1	0.7
52	Building materials, group stores.....	1.1	3.0	1.7	3.8	3.2	3.1	-1.9	+3.1	0.0	0.7
55 ex. 554	Automotive dealers.....	1.6	2.4	2.0	3.2	2.6	3.0	-2.1	+2.9	-0.1	0.9
551,2,5, 6,7,9	Motor vehicle and misc. automotive dealers.....	1.3	2.0	1.6	4.0	2.8	3.3	-2.5	+3.3	-0.1	1.0
57	Furniture, home furn, and equipment stores.....	1.3	3.8	2.1	4.2	3.9	3.1	-1.9	+5.0	+0.5	1.5
	Nondur. stores, total...	0.5	0.7	0.6	1.0	0.7	0.4	-0.2	+0.7	+0.1	0.2
53	General merch. group, total.	0.2	0.9	0.4	0.4	0.4	0.5	-0.9	+1.3	0.0	0.4
531	Dept. stores (ex. leased depts.).....	0.1	0.3	0.2	0.2	0.2	0.1	-0.5	+1.2	+0.1	0.4
54	Food stores.....	0.8	1.3	1.0	1.7	1.3	1.5	-0.4	+1.5	+0.2	0.4
541	Grocery stores.....	0.2	0.5	0.3	1.8	1.3	1.6	-0.5	+1.3	+0.2	0.4
554	Gasoline service stations...	0.6	1.0	0.9	2.9	2.1	2.7	-1.8	+1.9	0.0	0.7
56	Apparel and acc. stores.....	1.1	3.6	1.7	2.5	2.0	1.9	-3.9	+3.8	+0.2	1.4
58	Eating and drinking	0.4	1.9	0.8	2.7	2.3	2.6	-1.3	+1.6	+0.2	0.8
591	Drug and proprietary	0.6	1.8	0.7	2.5	1.9	2.1	-1.7	+2.1	+0.3	0.7

¹ The ranges of sampling variability shown are based on sales estimates unadjusted for seasonal variation, holiday, and trading-day differences for the data months of November 1988 - October 1989.
² The ranges shown for the retail trade total are based on sales estimates adjusted for seasonal variations, holiday, and trading-day differences for the 12-month period, January 1989 - December 1989. The ranges for all other totals and kinds of business are based on the 12-month period October 1988 - September 1989.

Note: Coefficients of variation for the ratio of current quarter to current quarter a-year-ago estimates are approximately the same as those for the ratio of current quarter to previous quarter. See appendix B, Reliability of Data, in the Monthly Retail Trade Report for a discussion on the measures of sampling variability.